

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Presented) A rewarding method corresponding to a keyword object selection on a web page, comprising the steps of:

(a) designating a predetermined keyword object to each of a plurality of web pages having respective uniform resource locators (URLs);

(b) causing a server to detect that a user of a user terminal unit has selected the keyword object on one of the plurality of web pages having respective URLs;

(c) recording an event log correlating an identifier of the user, an identifier of the selected keyword object, date of selection and an event that the keyword object has been selected, when the server detects that the user of the user terminal unit has selected the keyword object;

(d) determining whether or not the number of keyword objects recorded in the event log exceeds a first predetermined value within a predetermined time period; and

(e) performing a rewarding process to reward the user when the determined result at the step (d) is Yes.

2. (Original) The rewarding method as set forth in claim 1,  
wherein when the determined result at the step (d) is Yes, before performing the step (e), a quiz web page is displayed on the user terminal unit, and

wherein when the number of correct answers that the user have input to the user terminal unit in response to the quizzes on said quiz web page is greater than a second predetermined value, the step (e) is performed.

3. (Previously Presented) The rewarding method as set forth in claim 1,  
wherein a link object of a web page provided by the server is hyperlinked to any web page, URL of which contains a server name contained in the URL of one of the plurality of web pages which have the predetermined keyword objects designated.

4. (Original) The rewarding method as set forth in claim 3,  
wherein the link object is a banner.

5. (Original) The rewarding method as set forth in claim 1,  
wherein the server names contained in the plurality of URLs are different from each other.

6. (Original) The rewarding method as set forth in claim 5,  
wherein a web page that contains a server name contained in one of the plurality of URLs is hyperlinked to a web page that contains a server name contained in another URL.

7. (Previously Presented) The rewarding method as set forth in claim 1, further comprising the steps of:

(f) transmitting the identifier of the user from the server to the user terminal unit; and

(g) causing the user terminal unit to store the identifier of the user,

wherein the step (b) is preceded by the steps (f) and (g), and

wherein when the user of the user terminal unit has selected a keyword object of a web page designated by one of the plurality of URLs, the user terminal unit transmits the identifier of the user stored therein to the server.

8. (Previously Presented) The rewarding method as set forth in claim 1, further comprising the steps of:

(h) transmitting the identifier of the user from the server to the user terminal unit; and

(i) causing the user terminal unit to display the identifier of the user,

wherein the step (b) is preceded by the steps (h) and (i), and

wherein when the user of the user terminal unit has selected an keyword object of a web page designated by one of the plurality of URLs, the user terminal unit transmits the identifier of the user that has been input to the terminal unit by the user to the server.

9. (Original) The rewarding method as set forth in claim 1,

wherein the user terminal unit is a WWW browser.

10. (Original) The rewarding method as set forth in claim 1,

wherein the rewarding process is a computer-implemented process for shipping a reward.

11. (Original) The rewarding method as set forth in claim 1,

wherein the rewarding process is a computer-implemented process for discounting an Internet connection fee.

12. (Original) The rewarding method as set forth in claim 1,

wherein host names in the URLs are WWW server names of advertisers.

13. (Original) The rewarding method as set forth in claim 1,

wherein the server is a WWW server.

14. (Original) The rewarding method as set forth in claim 13,  
wherein the server is a WWW server of a portal site.
15. (Original) The rewarding method as set forth in claim 13,  
wherein the server is a WWW server of a provider.
16. (Currently Amended) The rewarding method as set forth in claim 1, ~~one of~~  
~~claims 1,~~  
wherein the keyword object is one of a character string, a picture, or a symbol.
17. (Previously Presented) The rewarding method as set forth in claim 1,  
wherein the keyword object is an advertisement.
18. (Original) The rewarding method as set forth in claim 1, further comprising the  
step of:  
(j) totalizing the event log.
19. (Original) The rewarding method as set forth in claim 1,  
wherein the event log is recorded to the server.
20. (Original) The rewarding method as set forth in claim 1,  
wherein the event log is recorded to the user terminal unit.

21. (Original) The rewarding method as set forth in claim 20, further comprising the step of:

(k) encrypting the event log recorded to the user terminal unit.

22. (Original) The rewarding method as set forth in claim 1, further comprising the step of:

(l) transmitting user information from the user terminal unit to the server, wherein the step (b) is preceded by the step (l).

23. (Original) The rewarding method as set forth in claim 1,

wherein the step (e) includes the step of:

transmitting the user information from the user terminal unit to the server.

24. (Original) The rewarding method as set forth in claim 1,

wherein the plurality of URLs are changed to one predetermined URL.

25. (Previously Presented) A server, comprising:

recording means for recording an event log correlating the identifier of a user of a user terminal unit, an identifier of a selected keyword object, date of selection and an event that the keyword object has been selected when the user of the user terminal unit has selected one of predetermined keyword objects on web pages designated with a plurality of predetermined uniform resource locators (URLs);

first determining means for determining whether or not the number of keyword objects recorded in the event log exceeds a predetermined value within a predetermined time period; and

rewarding means for performing a rewarding process to reward the user when the determined result of said first determining means is Yes.

26. (Original) The server as set forth in claim 25, further comprising:

means for transmitting a quiz web page to the user terminal unit, when the determined result of said first determining means is Yes; and

second determining means for determining whether or not the number of correct answers among answers that have been transmitted from the user terminal unit as answers to the quizzes exceeds a second predetermined value,

wherein when the determined result of said first determining means is Yes and the determined result of said second determined means is Yes, said rewarding means rewards the user.

27. (Original) The server as set forth in claim 25,

wherein a link object of a web page provided by the server is hyperlinked to any web page, URL of which contains a server name contained in any URL among the plurality of predetermined URLs.

28. (Original) The server as set forth in claim 27,

wherein the link object is a banner.

29. (Original) The server as set forth in claim 25, further comprising:

means for transmitting the identifier of the user to the user terminal unit before said recording means operates.

30. (Original) The server as set forth in claim 25,  
wherein said rewarding process is a computer-implemented process for shipping a  
reward.

31. (Original) The server as set forth in claim 25,  
wherein said rewarding process is a computer-implemented process for discounting an  
Internet connection fee.

32. (Original) The server as set forth in one claim 25,  
wherein the server is a WWW server.

33. (Original) The server as set forth in claim 32,  
wherein the server is a WWW server of a portal site.

34. (Original) The server as set forth in claim 32,  
wherein the server is a WWW server of a provider.

35. (Previously Presented) The server as set forth in claim 25,  
wherein the keyword object is one of a character string, a picture, or a symbol.

36. (Previously Presented) The server as set forth in claim 25,  
wherein the keyword object is an advertisement.

37. (Original) The server as set forth in claim 25, further comprising:  
means for totalizing the event log.

38. (Original) The server as set forth in claim 25,  
further comprising:  
a record medium for recording the event log.

39. (Original) The server as set forth in claim 25, further comprising:  
means for transmitting the event log to the user terminal unit.

40. (Original) The server as set forth in claim 39, further comprising:  
means for encrypting the event log that is transmitted to the user terminal unit.

41. (Original) The server as set forth in claims 25, further comprising:  
means for transmitting a user information input web page for inputting user  
information about the user to the user terminal unit;  
means for receiving the user information that is input to the user information input  
web page from the user terminal unit; and  
means for correlatively recording the received user information and the identifier of the user.